

Existing law prohibits expenditure of public funds by the state or any department, officer, board, or commission for advertising in any newspaper, book, pamphlet, periodical, or radio and television stations. Provides certain exceptions to this prohibition including:

- (1) Advertising for bids or proposals for public work, supplies, or labor.
- (2) Advertising for the sale of bonds.
- (3) Advertising for the sale by educational institutions of books, equipment, produce, or other materials.
- (4) Announcements by educational institutions of extension course offerings.
- (5) Announcements by postsecondary vocational-technical schools of program and course offerings.
- (6) Announcements by departments or auxiliary units of higher education institutions to promote cultural or educational programs which they sponsor for the public's cultural and intellectual benefit, limited to the larger of 15% of the cost of the event or \$3,000.
- (7) Advertising by the office of state parks in the Dept. of Culture, Recreation and Tourism for the statewide development and implementation of cultural, recreational, and tourism programs when funds have been appropriated to the department for the purpose.
- (8) Other cases where the law authorizes advertisements.

Existing law excepts the Dept. of Economic Development and port commissions and port, harbor, and terminal districts from existing law in carrying out their respective functions and duties under the state's constitution and laws.

Existing law also authorizes any public institution of higher education, any management board thereof, and the Board of Regents to expend public funds, (not to exceed the amounts necessary to implement the provisions of the consent decree entered in United States of America vs. State of Louisiana, et al.) for advertising designed to increase the number of other race students enrolled in a public institution of higher education and the percentage of black high school graduates that pursue a higher education.

Proposed law authorizes any public postsecondary educational institution annually to expend up to ½ of 1% of its total operating budget or \$100,000.00, whichever is less, on advertising, provided such advertising is in furtherance of the duties and functions of the institution.

Provides that this authority is in addition to any existing law authority for advertising by a public postsecondary educational institution. Also specifies that expenditures for advertising by a public postsecondary educational institution pursuant to existing law shall be excluded from calculating annual expenditures for advertising pursuant to new law.

New law retains existing law (R.S. 43:112) which imposes penalties of a fine of not less than \$100, nor more than \$500, or imprisonment for not less than three months, nor more than six months, or both, on any officer of the state, or any member or officer of any state department, board, or commission for violations.

Effective July 1, 1999.

(Adds R.S. 43:111(D))